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IMRB Intl named MR Agency of the Year by MRSI
 October 10, 11
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IMRB International was adjudged MR Agency of the Year at the recently concluded 21st Annual Seminar of the Market Research Society of India (MRSI). This is the fifth time since 2005 that IMRB International has been declared MR Agency of the Year.

The Annual MRSI Seminar is a competitive showcase of the best work carried out by research professionals and also highlights the latest technological developments in the market research industry. The award winning papers from IMRB were 'Three Clicks to Cluster', presented by George John and V Renganathan for the Best Paper in Cutting Edge Research and the second runners up in the MR Works section 'Predicting the Unpredictable', presented by Seema Kapur, Abhijit Krishna and Karthik S. In all there were six papers that were selected from IMRB for presentation at the Seminar.

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Speaking about the award, Thomas Puliye, President, IMRB International, said, "It is an honour and privilege to receive this prestigious award for the fifth time. The only thing that we value even greater is the trust that clients have in placing increasing levels of their business with us."

A panel of eminent senior marketing and research professionals shortlisted the best of the entries submitted by researchers and marketing professionals. These were shortlisted at a conference held in Bangalore and the seminar was attended by about 200 marketing and research professionals.

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For the fifth time since 2005!

Oct 03, 2011 (M2 PRESSWIRE via COMTEX) -- At the recently concluded 21st Annual Seminar of the Market Research Society of India (MRSI), IMRB International was adjudged the "MR Agency of the Year". IMRB has bagged this prestigious honor for the fifth time since 2005.

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Speaking about the award Thomas Puliyl, President, IMRB International said "It is an honor and privilege to receive this prestigious award for the fifth time. The only thing that we value even greater is the trust that Clients have in placing increasing levels of their business with us. It is this day-to-day recognition that inspires us to excel!"

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About IMRB International

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With about 1300 full time staff, IMRB provides high quality research and strategic consultancy services. Besides the core consumer research practice, IMRB International has ten specialist units focusing on Qualitative research (PQR), advertising and communication (Brand Science) industrial and B2B research (BIRD), social and rural research (SRI), media research (MPG), retail research (IMRB Retail), stakeholder satisfaction (CSMM), internet and IT research (eTecnology Group), automotive research (TeamMoto) and healthcare research (IMRB Health)

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MRSI was established in 1988 and is a non-profit autonomous market research body formed by research providers and users to uphold and enhance the professional standards of market research and consumer insight in the country. The quality of talent in India has been well-recognized in the research industry internationally, among the insight functions in global companies and in academia. MRSI has more than 40 corporate and 100 individual members.

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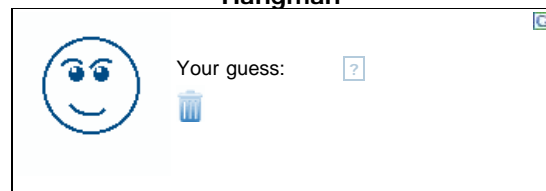
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3 October, 2011

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India Infoline News Service / 15:29 , Oct 03, 2011

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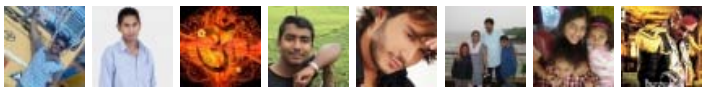
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